

Message Text

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PAGE 01 LONDON 01577 311831Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W

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R 311815Z JAN 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 7839

UNCLAS LONDON 01577

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: REVISED FY 1976 OIM EVENT SCHEDULE FOR UK

REF: LONDON 13404, 10/16/74; LONDON 798, 1/17/75.

1. FOLLOWING REVISED SCHEDULE CANCELS SPECIALIZED
PACKAGING & BOTTLING MACHINERY SHOW FOR FY 1976, AND
ADJUSTS EVENT DATES TO AVOID CONFLICTS THAT HAVE BECOME
EVIDENT AS DATES AND LOCALES FOR MAJOR UK/CONTINENTAL
SHOWS ARE ANNOUNCED, IN SOME CASES SURPRISINGLY LATE.

1975 - TRADE FAIR

SEP. 16-19 OFFSHORE EUROPE '75, ABERDEEN

1975 - EXHIBITIONS AND JEEPS

SEP. 8-12 EDUCATIONAL & INDUSTRIAL TRAINING EQPT.

SEP. 15-19 INDUSTRIAL PLANT MAINTENANCE PRODUCTS,
EQUIPMENT & SYSTEMS (CATALOG SHOW OFFSITE
AT PEMEC, LONDON)

OCT. 20-24 DO-IT-YOURSELF & LEISURE

NOV. 10-14 PHOTOTYPESETTING & COLOR PRINTING SYSTEMS

DEC. 1-5 SCIENTIFIC & INDUSTRIAL PHOTOGRAPHY (JEEP)
1976

JAN. 12-16 COMPUTERS AND PERIPHERALS

FEB. 9-12 REGULATING & CONTROL INSTRUMENTATION & EQPT.

MAR. 15-19 GENERAL AVIATION & AVIONICS

APRIL IN-STORE PROMOTION (SELFRIDGES, LONDON)

APR. 5-9 PETROLEUM DRILLING & PRODUCTION EQUIPMENT

APR. 27-29 MOTORS & SERVO-MECHANISMS (JEEP)

MAY 17-21 MECHANIZED AGRICULTURAL EQUIPMENT (JEEP)

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JUN. 7-11 ADVANCED ELECTRONIC COMPONENTS

2. CANCELLATION OF PACKAGING/BOTTLING SHOW APPEARS
DICTATED BY BIENNIAL, ROVING FOODPACK INTL NOW SCHEDULED
FOR LONDON 9/16-19. SHIFT IN PETROLEUM SHOW TIMING DUE
TO INTEROCEAN (DUSSELDORF) SCHEDULING FOR 6-15/19. NEW
DATE BRINGS LTC PRESENTATION SOMEWHAT CLOSER TO TULSA
SHOW, 5/16-22 (PROMOTION OF WHICH IS PART OF FY 76 CCP
CAMPAIGN), BUT DO NOT BELIEVE THIS SHOULD POSE PROBLEM.

3. AVAILABLE DATA ON INTERNATIONAL SHOWS IN FIRST HALF
CY 1976 STILL EXTREMELY THIN, PERHAPS REFLECTING IND-
USTRY UNCERTAINTY IN DIFFICULT ECONOMIC PHASE. ALSO
NOTE WE ARE NOT GETTING OIM MONTHLY SPREAD-SHEET ON
TRADE FAIR AND TRADE CENTER PROGRAMS. LAST ISSUE
RECEIVED WAS FOR OCTOBER 30.
SPIERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LONDON01577
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750037-0216
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t1975013/aaaaacee.tel
Line Count: 77
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 LONDON 13404, 75 10/16/74, 75 LONDON 798, 75 1/17/75
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 18 NOV 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <18 NOV 2003 by MaustMC>; APPROVED <31 DEC 2003 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: REVISED FY 1976 OIM EVENT SCHEDULE FOR UK
TAGS: BEXP, UK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006